

PM U.S.A. <input checked="" type="checkbox"/>		<b>DESIGN REQUEST</b>		PM International <input type="checkbox"/>	
Requested By: Nancy Pilotti / <i>N. GOLDFINE</i>		Date Requested: 3/28/91		Assigned Design Firm: Marinelli	
Brand: Cambridge				Brand #: 3200	
Comments: Cambridge (Family) Cartons Layout(s) Phase VI - Refinements across the line					

## Packaging Information:

☒ Design Development☐ Reproduction Artwork

- |   |                                      |  |  |   |
|---|--------------------------------------|--|--|---|
| <input checked="" type="checkbox"/> 85 mm | <input type="checkbox"/> 20's        | <input type="checkbox"/> Soft Pack         | <input type="checkbox"/> Face Panel Comp               | <input type="checkbox"/> All Panels/CPC   |
| <input type="checkbox"/> 100mm            | <input type="checkbox"/> _____       | <input type="checkbox"/> Flip-Top-Box      | <input checked="" type="checkbox"/> Face, Sides & Ends | <input type="checkbox"/> For Photography  |
| <input type="checkbox"/> _____            | <input type="checkbox"/> Inner Frame | <input checked="" type="checkbox"/> Carton | <input type="checkbox"/> Working Pack                  | <input type="checkbox"/> Non-Working Pack |
| <input type="checkbox"/> Inner Foil       | <input type="checkbox"/> Embossed    | <input type="checkbox"/> Special Stock     | <input type="checkbox"/> Tipping                       | <input type="checkbox"/> _____            |

## Marketing Brief:

Carton layout refinements and revisions across the family line.

Work with the following Kings Cartons: Full Flavor

Lights

Lights Menthol

Ultra Lights

Full Flavor Carton - Too much white showing. Increase color to the left and around the UPC Symbol.

- Move Crest back to the left and above the stripes like the existing printed carton.

All Other Cartons - Crest remains under the letters "GE" of Cambridge. Too much white showing on all cartons. Compare to existing printed cartons for layout refinements.

Dsgn. No.	Phase	Comments:	
22156	6		
ESTIMATE:		\$4,000 - \$5,500	
DUE DATE:		4/11/91	
*Revised: _____			

MARKETING V/P DIRECTOR APPROVAL

*[Signature]*

H. GOLDFINE

DATE 4-2-91

JOB COMPLETED ☐

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